

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA PLACEMENT Rep Firm
 Advertiser () JOE HECK 4 CONGRESS 7669 STAGERS LOOP Sales Office () PHILADELPHIA
 Product JOE HECK 4 CONGRESS DELAWARE, OH 43015 Salesperson () AMY MCCREARY
 Estimate# 3187 Agency C/P1/P2/E //3187
 Buyer KEGAN BERAN Flight Dates 11/02/2012 - 11/06/2012 Salesperson Phone# 215-568-6540
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845
 Fax#

--- CONTRACT COMMENT ---

JOE HECK D3-60 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	3P-4P	Phil	:60	\$900.00	11/02-11/02	1	1	1	\$900.00	
	Buyline Comment: PHIL											
	2	M	3P-4P	Phil	:60	\$900.00	11/05-11/05	1	1	1	\$900.00	
	Buyline Comment: PHIL											
	3	M	5P-630P	NEWS	:60	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
	Buyline Comment: NEWS											
	4	F	5P-630P	NEWS	:60	\$2,400.00	11/02-11/02	1	1	1	\$2,400.00	
	Buyline Comment: NEWS											
	5	SA	8P-9P	RAILSTON PRIME	:60	\$2,400.00	11/03-11/03	2	1	2	\$4,800.00	
	Buyline Comment: RAILSTON PRIME											
	6	SU	6A-7A	NEWS	:60	\$700.00	11/04-11/04	1	1	1	\$700.00	
	Buyline Comment: NEWS											
	7	SU	830P-930P	NEWS AFT NFL	:60	\$3,600.00	11/04-11/04	1	1	1	\$3,600.00	
	Buyline Comment: NEWS AFT NFL											
	8	SU	10P-11P	L&O	:60	\$2,400.00	11/04-11/04	2	1	2	\$4,800.00	
	Buyline Comment: L&O											

---REPORT TOTALS---

Report Totals: 10 / \$20,500.00

EC'd No Last Received: 11/06/2012 12:58 PM Showing Buylines: All Lines

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---SALES MONTHLY TOTALS---

Nov 12: 10 / \$20,500.00
 Sales Totals: 10 / \$20,500.00
 Station Totals: 10 / \$20,500.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$68,333	CATV 0%	KBLR 0%	KINC 0%	KLAS 28%	KSNV 30%
		KTNV 20%	KTUD 1%	KVCW 1%	KVMY 2%	KVVU 18%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE